

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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July 24, 1997

RJR Account #679995
D. Hurry
SONBYRNE

SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Dan:

WINSTON regular product has been ordered (see quantities listed below), as well as 24 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11906	Light Box	6M	<u>1</u>
12300-11212	Full Flavor Box	12M	<u>1</u>

PO #081197

Product / Premium Arrival:

August 11, 1997

Ship Date to Retail:

Week of: August 25, 1997

SKU CUBE:

1.7150

SKU WT (w/o Product):

6.6200 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$1,063.76

Non-EFT \$ Amount:

\$N/A

51854 9005

-2-
B2GFP
STEWARTS

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$980.00 (35 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: D. Keeney

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

51854 9006

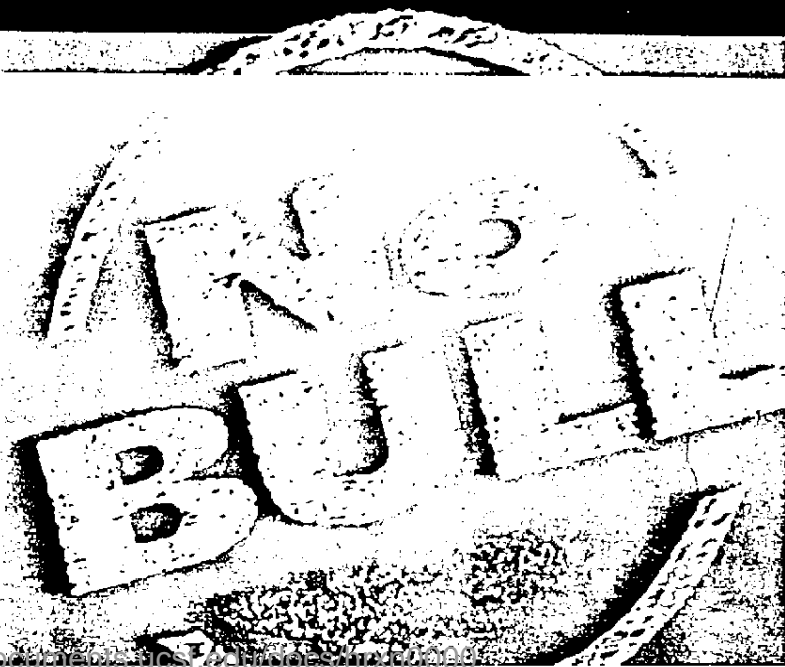
Two free No Bull Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

51854 9007

No bull.
Get 2
lighters

FREE with
2-pack purchase



WHOLESALER : 679995 SONBYRNE SALES, INC. <DIRECT>
TEMPLATE : 700649 70900 WIN SEP B2G LTRS
TEMPLATE SEQ : 0013
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202		172781	BYRNE DAIRY #10	BRIDGE ST	OSWEGO	NY	13126	2		1160-0000	TEST	(315)475-2111
162202		172829	BYRNE DAIRY #18	JEFFERSON ST	PULASKI	NY	13142	2		1160-0000	TEST	(315)475-2111
162202		172904	BYRNE DAIRY #30	48 JORDAN ST	SKANEATELES	NY	13152	2		1160-0000	TEST	(315)685-8404
162202		172975	BYRNE DAIRY #20	ROUTE 57	LIVERPOOL	NY	13088	2		1160-0000	TEST	(315)475-2111
162202		439947	BYRNE DAIRY #61	8319 MAIN ST	CICERO	NY	13039	2		1160-0000	TEST	(315)699-3504
162205		172971	BYRNE DAIRY #15	KIRSCH DR & RT 11	MATTYDALE	NY	13211	2		1160-0000	TEST	(315)454-4577
162205		173035	BYRNE DAIRY #07	3000 JAMES ST	SYRACUSE	NY	13206	2		1160-0000	TEST	(315)437-4862
162206		171402	BYRNE DAIRY #32	39 E MAIN ST	NORWICH	NY	13815	2		1160-0000	TEST	(315)475-2111
162206		173039	BYRNE DAIRY #23	WEST MANLIUS ST	EAST SYRACUSE	NY	13057	2		1160-0000	TEST	(315)437-5278
162604	162630	432034	BYRNE DAIRY #59	DEWEY-STONE PLAZA	ROCHESTER	NY	14616	2		1160-0000	TEST	(716)865-4378
162605	162624	088378	BYRNE DAIRY #46	254 S. MAIN ST.	CANANDAIGUA	NY	14424	2		1160-0000	TEST	(716)394-2678
162605	162624	557273	BYRNE DAIRY #54	230 W UNION ST	NEWARK	NY	14513	2		1160-0000	TEST	

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 24

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 24

51854 9008

08/27/97

ACCOUNT NUMBER: 679995	SONBYRNE SALES, INC.
VOUCHER NUMBER: 15367375	275 CORTLAND AVE
DATE WRITTEN: 08/27/97	SYRACUSE , NY 13202
STATUS: PAID	
AMOUNT PAID: 44.80	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.60	44.80

EXPLANATION: SEPT: WINSTON B2G2F LIGHTERS 700649 / DK

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